

ENTREPRENEURSHIP EDUCATION FOR VET SCHOOLS

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HISTORY OF E-
COMMERCE

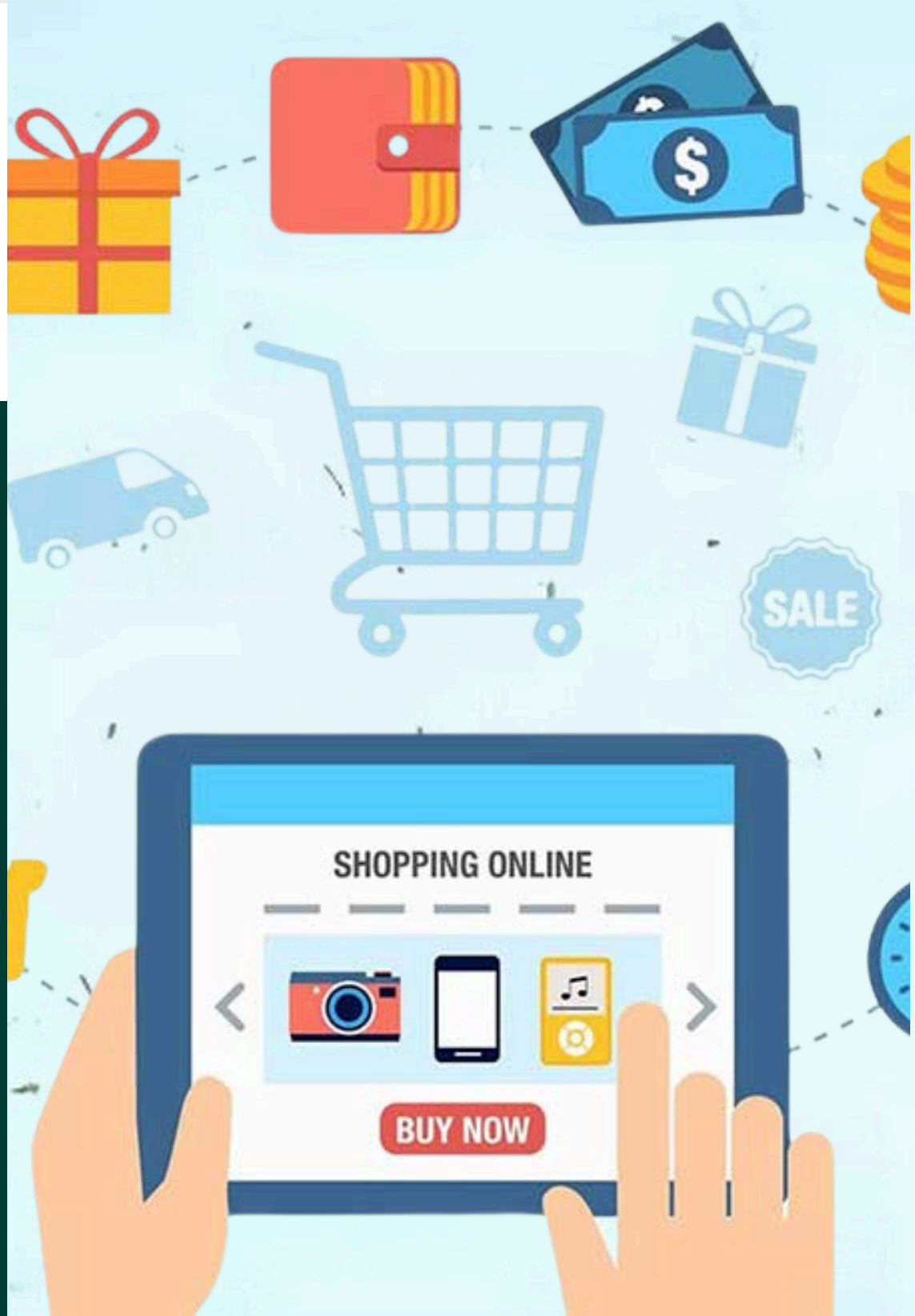


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COMMERCE



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HISTORY OF E-COMMERCE



E-commerce, also known as electronic commerce, is a concept that entered our lives after 1995. E-commerce, digital commerce

It means that the products and services of the brands are generally sold on e-commerce sites. belonging to products

Promotion, sales and payment processes are also carried out online over the internet. E-commerce is the fastest in the world

It is among the growing sectors and the interest in electronic commerce is increasing day by day.

WORLD E-COMMERCE HISTORY

The concept of electronic commerce emerged after 1995, when internet usage increased, and began to spread around the world in the 2000s. One of the reasons for trade moving to electronic environments is the beginning of free trade, and the other is the ease of information communication thanks to the use of the internet. The first online sales were made in the 1970s. When we look at the history of world e-commerce, it is known that students studying at Stanford University made sales to Massachusetts students for the first time through artificial intelligence and arpanet accounts. E-commerce, as it is today, was first implemented in 1994. Founded by Frank Carney and Dan Carney in 1958, Pizza Hut sold pizza online for the first time and became the world's first e-commerce company. E-commerce started with Pizza Hut. In 1995, companies such as Amazon and Ebay

Selling over the internet has contributed to the rapid development of e-commerce. In the 2000s, thanks to the developments in technology and internet services, e-commerce took a different dimension and developed. Nowadays, most of the consumers have started to shop online and most of the sellers have started to sell online. E-commerce volume has developed very rapidly and e-commerce has continued to grow rapidly around the world thanks to brands such as Aliexpress, Alibaba Group and ETSY. In 2014, the world e-commerce volume was recorded as 1.336 trillion dollars, and in 2015 this amount was 1548 trillion dollars, and in 2016 it was 1845 trillion dollars. In 2019, it reached 3.535 trillion dollars. When we look at the world e-commerce history, it is seen that every new technological development has a positive impact on e-commerce. Factors such as the increase in internet usage by everyone, especially with the transition to mobile devices, have enabled the rapid growth and spread of e-commerce. With the COVID-19 virus that emerged in 2019, there was a big leap in e-commerce and it took its place among the most popular sectors of today.



E-COMMERCE DURING COVID-19

Various policies implemented by the state during the COVID-19 pandemic process, which affected the whole world in a short time; Implementations such as curfew and quarantine have caused significant changes in the daily lives of individuals and society. Especially with this virus, which has an impact on changing people's shopping habits, the number of people who had never shopped online before and started shopping via e-commerce due to the pandemic has reached millions; In this way, a leap that has never been seen in the history of e-commerce has been experienced. COVID-19, which caused great damage to many sectors, has greatly benefited the e-commerce sector.



Globalization and E-Commerce

The concept of globalization is the development in economic, legal, social, political and cultural fields among countries; It includes connections such as better recognition of different social structures and the development of international relations. By eliminating the boundaries of globalization, the information transfer and trade sector has also made an outward breakthrough. In this way, global competition has been created by creating the opportunity to shop from foreign sectors. Thanks to global competition, products began to be developed rapidly and positive developments were experienced in e-commerce.



Security of E-Commerce Sites

Consumers who prefer to shop online pay attention to the fact that the sites they shop on are reliable ones. For this reason, the concept of security is of great importance for the positive development of the e-commerce environment. Elements such as e-commerce site design, secure payment systems, use of SSL certificates, secure e-commerce infrastructure, trust seal and payment page designs are important in making e-commerce sites appear reliable in the eyes of consumers.

It is very important. When examined, it can be seen that e-commerce sites that are professionally established and have SSL certificates and secure payment systems make more sales. For this reason, all these features should be taken into consideration in the e-commerce site to be established and the site should be created professionally accordingly.



Positive Effects of Electronic Commerce

- E-commerce activities have increased electronic communication. It provides easier and cheaper access to all businesses. It has provided many businesses with the opportunity to market their products without establishing a sales store.
 - Conducting commercial transactions electronically ensures effective use of time.
 - It has made it possible to get a larger share from international trade.
 - It provides the opportunity to respond quickly to changes in market demand.
 - It has caused significant effects on product development by increasing competition.
 - Reduced shipping costs and transaction costs for consumers.
 - Thanks to the online market, consumers have the opportunity to easily find the products they are looking for and compare products with each other.
 - The elimination of physical barriers and time has enabled many consumers to enter the global market thanks to electronic commerce.
- It has created a very intense competitive environment in terms of issues such as high speed and diversity.
- The time between ordering and delivery of products is minimized and time-related costs and inventory costs are reduced.
 - Thanks to e-commerce, many businesses have the opportunity to easily market their products, deliver them to a wider audience, and even sell internationally, without making physical investments or establishing a sales store.
 - New consumer satisfaction and new workforce profiles are also among the positive developments experienced thanks to e-commerce.

